



**FINAL MINUTES
VENICE BEACH BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
REGULAR MEETING AGENDA**

Via Televideoconference pursuant to Executive Order N-29-20 Issued by Governor Gavin Newsom
Friday, January 29, 2021
Meeting Starting Time 10:00 AM

Join Zoom Meeting

<https://zoom.us/j/93339487013?pwd=UklYajBlU1crazJ6TU13YllOYmRmdz09>

Meeting ID: 933 3948 7013 | Meeting Passcode: 475693

Dial-In Number: +1 669 900 9128

BOARD MEMBERS PRESENT: President Steve Heumann, Treasurer Connie Brooks, Secretary Jeremy Weinstein, Jack Hoffmann, Mark Sokol, Jeffery Harris, Jake Matthews

BOARD MEMBERS ABSENT: None.

VBBID STAFF PRESENT: Eleni Polakoff, Shira Moch, Marcus Lieber (BID accountant), Tara Devine (Renewal Consultant), Azucena Vela (Safe Contractor), Alan Gonzalez (Safe Contractor), Grace Davis (Clean Contractor), Emeline Neau (Clean Contractor) Paul Williams (Clean Contractor)

1. Call to Order

HEUMANN

Welcome and Introductions

The meeting was called to order at 10:05 am.

2. Public Comment

Margaret Molloy voiced her concerns for people stuck on the street and how they are not being looked after. Ms. Molloy also said that there have been several encampment fires, but that she doesn't believe that homeless people are setting each other's tents on fire; in regard to the recent Ocean Front Walk (OFW) fire, she stated that there should have been a fire lane there. She also said she feels that the BID Safe Team isn't doing anything to help homeless people. (Later addressing Ms. Molloy's comment, Ms. Polakoff discussed the BID's Engagement Team and their goals, first of which is to build relationships and prevent escalations from happening, and how they are trained to treat everyone with respect.) Ms. Molloy commented again in response to a later discussion about illegal utility tapping, stating that tapping electricity is the only way for unhoused people to charge their phones. She also later commented that the public beach restrooms close at 6pm during a Covid crisis. Lastly, Ms. Molloy commented that the BID is contracting with a public agency and cannot be in phase two of BID renewal already and that there needs to be accountability.

Lisa Redmond (Venice Catholic Worker) stated that she has noticed an incredible increase in illegal dumping in the A Bridge Home (ABH) enforcement zone. People are driving up and dumping their items, trash that isn't coming from encampments, and then the unhoused distribute the trash and are blamed. (Ms. Polakoff and Mr. Heumann later responded that the BID can pick up bulky items, but that they also want to work with City agencies to stop illegal

dumping and will have the Safety Team document illegal dumping to report to the City. SLO Contreras also later followed up, saying there is a specific Enforcement Team outside of Care and Care+ and she will talk to Dexter O'Connell and the Sanitation Department.)

3. Government Representative Liaison Reports

a. City of Los Angeles, Recreation & Parks – *Bob Davis*

Bob Davis stated that they have a restroom attendant program from 6:15am to 6:45pm during this time of year at OFW restrooms, and that the Horizon Ave. restrooms are open 24 hours (if sewer is down, Brooks Ave. restroom is open 24 hours). Recreation and Parks is working with security detail and outreach workers. Community members have come forth with ideas to compartmentalize areas for cleanup on OFW instead of trying to do it all at once.

Mr. Davis also mentioned a serious safety concern, stating that people are tapping into the City's electricity through power poles and setting up encampments around the poles. This is extremely dangerous and needs to be passed along to outreach workers so they can talk to those who are unhoused about the dangers of electrocution and fires. Mr. Davis asked that we notify Recreation and Parks so they can submit a request to have it fixed by the Bureau of street lighting.

b. City of Los Angeles, Police Department

Senior Lead Officer Monique Contreras stated that the BID Safety Team should notify her for light poles and fire hydrants that need to be fixed outside of the park, and that LAPD is arresting people for theft of City utilities. She also stated that they are testing out three different ways to better secure utility panels on Main St. right now.

SLO Contreras also mentioned that has been an increase in assaults with a deadly weapon. She is going to look at what parts of OFW have the highest rate of assaults with a deadly weapon. Windward Ave. also stood out as the highest area of crime in the district and she wants to coordinate with the BID Safety Team on these stats for better Safety Team deployment to deter crime.

SLO Contreras stated that LAPD has said that there is a lack of partnerships for mental health services, which stemmed from a VNC meeting. SLO Contreras suggested to do a program on OFW on individuals who frequently utilize police resources to connect with mental health outreach workers with St. Josephs. They are starting a weekly walkthrough for case conference with these individuals and she thought it would be good for the BID Engagement Team to collaborate with this effort. She also had a success with the Department of Mental Health home team to collaborate with someone suffering from mental health illness and see positive things moving forward where we previously lacked a relationship with outreach workers. SLO Contreras also mentioned that the OFW bollard project is moving forward and that it may be a good connection point for *Friends of Venice* to seek housing for individuals who need to be moved for bollard installation.

c. Los Angeles City Council, District 11 – *Nisa Kove*

Dexter O'Connell stated that the community garden project is in progress at ABH, and that there are 80 placements set for February and six people were housed from ABH in January.

Nisa Kove stated that the new advocacy group, *Friends of Venice Boardwalk*, had a meeting with City partners to seek out solutions on OFW area. They are focused on housing and solutions similar to Pennmar/Rose area. Ms. Kove is going to help to organize the community and is going to do breakout groups to have each group focus on a different piece.

d. Los Angeles County Supervisor, District 3 – *Zachary Gaidzik*

Zachary Gaidzik stated that there is a very limited supply of Covid-19 vaccines available. Right now people 65 and older can make an appointment with one of their providers (over 150 providers), totaling 1.3 million people that are qualified. However, there are only 100,000 vaccines allotted at the moment, so they are prioritizing people who need their second dose. The CDC has changed their guidelines about the timing of the second dose allowing for about a week of leeway. Mr. Gaidzik also discussed the Johnson and Johnson vaccine, stating that it may be less effective than the other vaccines, but is very effective in preventing hospitalizations. They are going to prioritize the Johnson and Johnson vaccine for people experiencing homelessness and groups that are homebound because this vaccine only requires one dose, given that it could be difficult to track people down for the second dose. At the moment, no other plans are in place for vaccinating the homeless. He said that all data is showing that hospitalizations are decreasing at a steady and continuous rate, which is why the County is allowing small levels of reopening with more restrictions and more enforcement. Appointments for vaccines can be made online at <http://www.publichealth.lacounty.gov/> and <https://myturn.ca.gov/>.

In response to Mr. Gaidzik's report, Ms. Polakoff, Mr. Hoffmann, and Mr. Sokol had statements. Ms. Polakoff stated that the Westside currently doesn't have any vaccine walkup sites and that you need to provide proof of residency in Los Angeles County to get a vaccine (could be difficult for unhoused).

Mr. Hoffmann stated that the County needs a new approach to 5150. Mr. Gaidzik replied mentioning that teams go out with LAHSA, but this obviously isn't enough and is why the County is looking for partnerships. He said that they have also started bringing in specific OFW care coordination and looking at OFW as zones in terms of needs for homeless, and that they have a new Homelessness Policy Deputy and is aware that Venice is the most affected area on the Westside and needs attention.

Mr. Sokol asked where the funding is for housing to replicate the Pennmar/Rose model. Mr. Gaidzik replied, stating that Pennmar/Rose was a very specific project and process and that OFW is very different because after people were moved and housed at Pennmar/Rose they were able to fence off the area. This can't be done on OFW so they have to figure out how it will work here. Housing people has been going on for a long time, but there is a lot that needs to be figured out on what can legally be done given the lawsuits in progress right now, and because there are almost no housing resources on the Westside.

4. Consent Items

All matters listed on the consent calendar are considered to be routine and will be enacted by one roll call vote.

- a. Financial Reports
- b. Approval of Minutes (12/11/20)

**LIEBER
WEINSTEIN**

Marcus Lieber presented the financial reports. Mr. Heumann asked if the Board had any changes to the December 2020 minutes. None was offered. Ms. Brooks moved to approve the minutes; Mr. Sokol seconded; the motion carried unanimously; and the financial reports were acknowledged.

5. Venice Beach BID Staff Reports

a. Safe Team Report

VELA

Azucena Vela gave an update on the Safe Team's impact in many areas of the district, the addition of a new position titled Engagement and Safety Officer, and how the team met most of their 2020 goals. Ms. Vela also reviewed the safety statistics from 2020. Alan Gonzalez was introduced as Ms. Vela's replacement for an on-site account manager.

b. Clean Team Report

DAVIS / WILLIAMS

Emeline Neau gave an update on the Clean Team's statistics in 2020 and made comparisons to 2019, noting a significant increase in the amount of trash and bulky items collected but a decrease in graffiti tags overall in 2020.

c. Executive Director's Report

POLAKOFF

Eleni Polakoff gave an update on the BID's 2020 clean and safe statistics and recent communications and engagement efforts (BID info card, local resources card, online stakeholder survey, and stakeholder mailer) that will allow the BID to be proactive instead of relying as much on incoming calls for services.

6. New Business

a. Discussion and approval for consultant agreement for BID renewal

POLAKOFF

Eleni Polakoff introduced Tara Devine and provided the following points: 2021 is the end of the BID's five-year term, and we are now going into renewal process for another five-year term (2022-2026). There will not be any boundary changes in the next term and 2022 assessments are to be held at our 2020 and 2021 levels. There will be a couple of minor changes - 1% of Clean and Safe budget and 1% of the Administrative budget will be shifted towards the Communications budget to be able to more robustly and effectively communicate with BID stakeholders.

Tara Devine explained the BID renewal process, stating that BID renewal and current BID operations are separate entities and therefore if we do nothing, services would just end. The next five-year term is January 1, 2022 through December 31, 2026. Ms. Devine also noted that we are renaming the "District Identity" category to "Communications and Engagement" in the BID plan. In terms of process, the first phase is complete: The property owners list has been updated and submitted to the City; the Management District Plan and Engineers Report are in the process of being reviewed by the City; and once those documents are approved, we can go out and petition (generally takes 6-12 weeks), and that will take place in February and March. The BID has to collect favorable petitions from property owners throughout the district that represent more than 50%. Ms. Devine will be looking for help from the Board and BID staff to get the signatures. Assuming we reach the threshold of petitions and the City verifies that we have reached the threshold, the City will prepare an Ordinance of Intention that authorizes the City to issue ballots at the first of three City Council meetings. Ballots will then be mailed to

every property owner in the district with a 45 day response period. After the final two public hearings held by City Council, the City Clerk's office tallies the ballots and if it passes, they create the Ordinance and the City offers the BID a new contract.

Ms. Devine concluded with an overview of her contract. She has prepared an estimated fee of \$70,000-80,000 for this work. Engineers work and supplies are all included in the contract. It will not exceed the estimate unless there is a similar issue to what happened at the BID's first formation with the City's procedural error/ballot redo and lawsuit. Ms. Devine stated that she has 10 years of experience doing this specific type of work for BID renewals and over 20 years of experience at BIDs in general.

Mr. Heumann moved that the Board authorize our Executive Director and Board President to negotiate and execute a contract with Devine Strategies for BID renewal consulting services that provides for a cost that varies with the amount of work that is required, and that anticipates an overall cost in accordance with today's discussion (that is, a cost estimated to be in the range of \$70,000-80,000), but provides a not-to-exceed amount in case the scope of work is larger than expected, and that is invoiced periodically for work completed to date. Mr. Weinstein seconded; Board approved 6-0.

b. Adopt Board of Directors meeting calendar for 2021

POLAKOFF

Eleni Polakoff presented the proposed dates for 2021 Board of Directors meetings – March 26, May 28, July 23, September 24, and December 10 (Annual Meeting). The meetings follow an every-other-month format with the exception of the November meeting being moved to an early December meeting as the Board's Annual Meeting. Mr. Heumann moved to adopt the Board meeting calendar for 2021; Mr. Weinstein seconded; the Board approved 6-0.

7. Next Board Meeting – March 26, 2021

POLAKOFF

8. Adjournment

The meeting adjourned at 12:46 pm.

The agenda is subject to change up to 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Please check the agenda prior to the meeting for changes. Updated agendas and meeting materials are available at 1320 Pacific Ave., Venice, CA 90291, as well as on the website <https://venicebeachbid.com/board-meetings/>

Please take notice: In an effort to reduce the risk of spreading Coronavirus (Covid-19), and consistent with the Governor's special orders regarding the Brown Act, the Venice Beach BID Board of Directors meeting will be conducted by way of televideoconference. Participants may join via the televideoconference link above or dial-in number. The agenda packet will be made available online to accommodate this change until such time as in-person meetings are able to resume.

Public Input: Public input is taken at the top of the agenda at each meeting. Any public comment on any agenda or non-agenda item is invited at this time. Public comment is limited to two minutes per individual but may be reduced at the Board President's discretion. Please note that under the Brown Act, the Board cannot act on matters not agendized; however, items raised by the public may become a subject for a future Board agenda. Prior to or during the Agenda Item 2 "Public Comment," the public is requested to use Zoom's "raise hand" function (🙋) to indicate that they would like to make a public comment. For callers, press *9 to raise hand.

ADA: As a covered entity under Title II of the Americans with Disabilities Act, the VB BID does not discriminate on the basis of disability, and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. To request and receive confirmation of the availability of such services, please contact us as early as possible at 310-396-8243 or admin@venicebeachbid.com

The undersigned certify that these minutes were approved and adopted at the VBPOA Board of Directors meeting on March 26, 2021.

Steve Heumann
President/Steven M. Heumann

Jeremy Weinstein
Secretary/Jeremy Weinstein